



# **Census 2020: Ensuring a Complete Count**

## **February 25, 2020**



# It's in the Constitution

## Article 1, Section 2 of the U.S. Constitution

*“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”*

# Why does the Census Matter?

## Power

- Power in Representation
- Re-apportionment of Congressional Seats
- State Redistricting of legislative boundaries

## Money

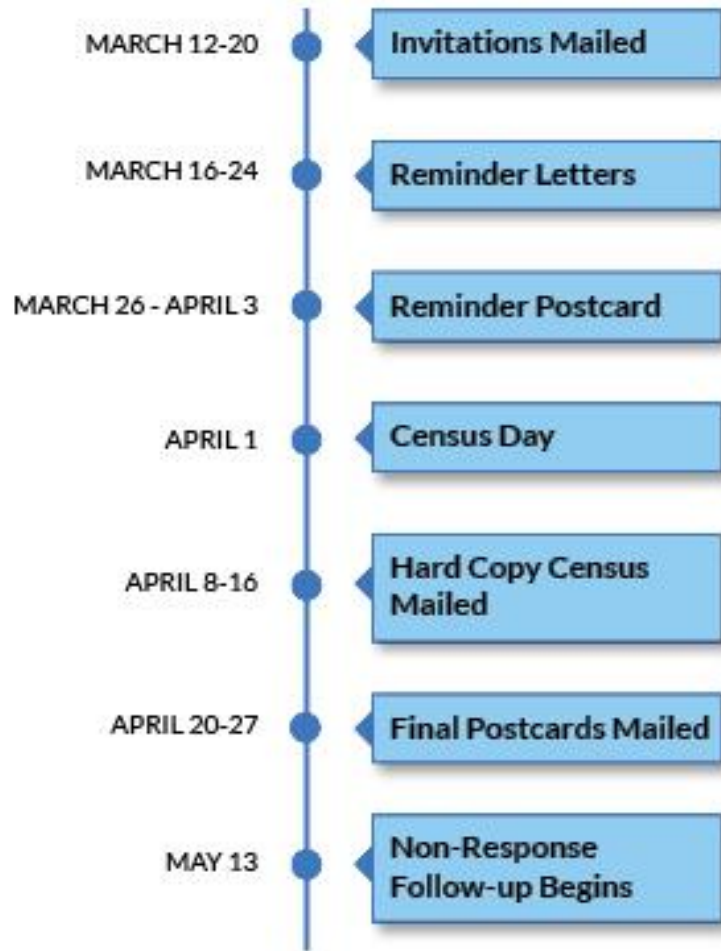
- More than \$1 trillion in federal funding distributed annually (\$115 billion in CA)
- Funding distributed based on population

# Title 13 of the U.S. Code

- The census is **confidential** and required by law
- Results of the census are reported in **statistical** format only
- They do **not** share respondents' personal information or responses with any other government agencies
- All Census Bureau employees swear to a **LIFETIME** oath to protect respondents' information
- Up to 5 years imprisonment and/or a fine of \$250,000

# How the 2020 will invite everyone to respond:

## WHEN IS THE 2020 CENSUS?



## We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.



**Self-response starting March 12**  
**Non-Response Follow-Up Starting May 13**

# Letters, postcards + bilingual questionnaires

Flip style  
questionnaire







All mailing packages include a language assistance sheet with **instructions** in the 12 non-English languages

The image displays three versions of the 2020 Census questionnaire. On the left is an English letter from the U.S. Census Bureau, dated March 12, 2020, inviting residents to respond to the 2020 Census. In the center is a Spanish version of the letter, with the header 'United States Census 2020' and 'U.S. DEPARTMENT OF COMMERCE'. On the right is a bilingual flip-style questionnaire, showing instructions in both English and Spanish. The questionnaire includes sections for 'Start here' and 'to complete your 2020 Census questionnaire', with instructions to use a blue or black pen. It also includes a section for 'What is your telephone number?' and a section for 'How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?'.

This image shows a bilingual flip-style questionnaire form, similar to the one in the previous image. It features instructions in both English and Spanish, with a section for 'Start here' and 'to complete your 2020 Census questionnaire'. The form includes a section for 'What is your telephone number?' and a section for 'How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?'. The form is designed to be used by mail, with a section for 'How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?'.

# Internet Self Response

 An official website of the United States government Here's how you know 

FAQINSTRUCTIONSENGLISH

ENGLISHESPAÑOL中文(简体)TIẾNG VIỆT한국어РУССКИЙالعربيةTAGALOGPOLSKIFRANÇAISKREYÒL AYISYENPORTUGUÊS日本語

## Welcome to the 2020 Census


- It's quick and easy. The 2020 Census questionnaire will take about 10 minutes to complete.
- It's safe, secure, and confidential. Your information and privacy are protected.
- Your response helps to direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Results from the 2020 Census will be used to determine the number of seats each state has in Congress and your political representation at all levels of government.

### Getting started:

- You must complete your questionnaire once you begin. If you leave the questionnaire and return later, you will have to start over.
- Do not use the web browser buttons (back, forward, or close browser). Use the buttons within the questionnaire to navigate.
- For best results, use the latest version of Chrome, Firefox, Internet Explorer, or Safari. Enable cookies.

## Shape your future

### START HERE >



Start Questionnaire

ENGLISHESPAÑOL中文(简体)TIẾNG VIỆT한국어РУССКИЙالعربيةTAGALOGPOLSKIFRANÇAISKREYÒL AYISYENPORTUGUÊS日本語

**\*\* U.S. Census Bureau Notice and Consent Warning \*\***

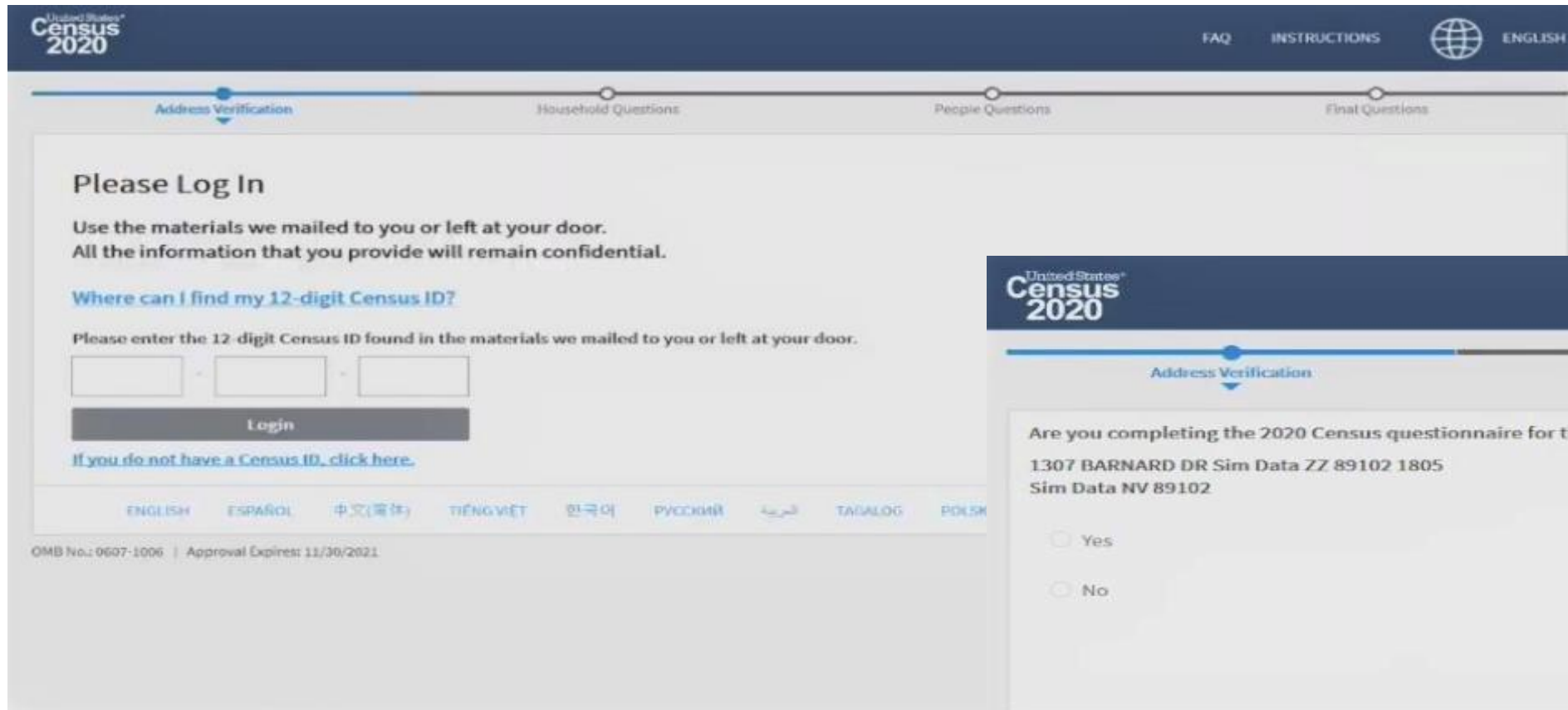
You are accessing a United States Government computer network. Any information you enter into this system is confidential. It may be used by the Census Bureau for statistical purposes and to improve the website. If you want to know more about the use of this system, and how your privacy is protected, visit our online privacy webpage at <https://www.census.gov/about/policies/privacy/privacy-policy.html>.

Use of this system indicates your consent to collection, monitoring, recording, and use of the information that you provide for any lawful government purpose. So that our website remains safe and available for its intended use, network traffic is monitored to identify unauthorized attempts to access, upload, change information, or otherwise cause damage to the web service. Use of the government computer network for unauthorized purposes is a violation of Federal law and can be punished with fines or imprisonment (PUBLIC LAW 99-474).

OMB No.: 0607-1006 | Approval Expires: 11/30/2021



# 12-Digit Census ID and Verification



United States  
Census  
2020

FAQ INSTRUCTIONS ENGLISH

Address Verification Household Questions People Questions Final Questions

## Please Log In

Use the materials we mailed to you or left at your door.  
All the information that you provide will remain confidential.

[Where can I find my 12-digit Census ID?](#)

Please enter the 12-digit Census ID found in the materials we mailed to you or left at your door.

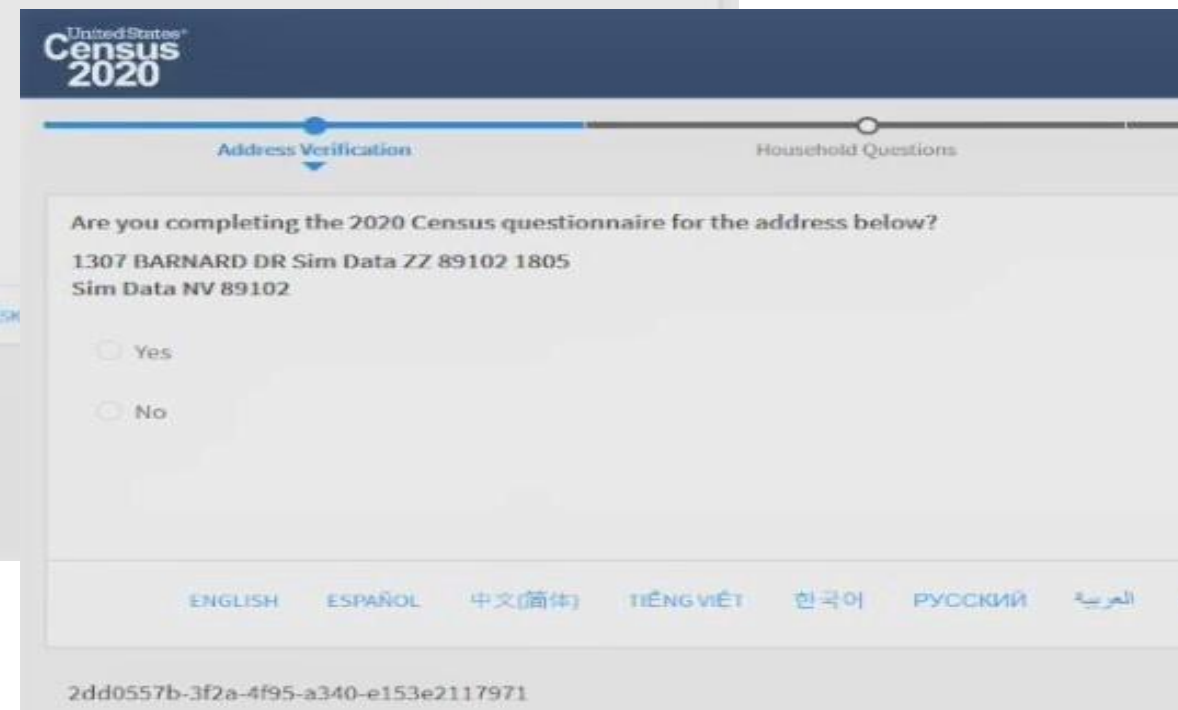
-  -

Login

[If you do not have a Census ID, click here.](#)

ENGLISH ESPAÑOL 中文(简体) TIẾNG VIỆT 한국어 РУССКИЙ العربية TAGALOG POLSK

OMB No.: 0607-1006 | Approval Expires: 11/30/2021



United States  
Census  
2020

Address Verification Household Questions

Are you completing the 2020 Census questionnaire for the address below?

1307 BARNARD DR Sim Data ZZ 89102 1805  
Sim Data NV 89102

☐ Yes

☐ No

ENGLISH ESPAÑOL 中文(简体) TIẾNG VIỆT 한국어 РУССКИЙ العربية


2dd0557b-3f2a-4f95-a340-e153e2117971



# For Those Without Usual Residence

## (unhoused, experiencing homelessness)

United States  
**Census 2020**

FAQ INSTRUCTIONS  ENGLISH

Address Verification Household Questions People Questions Final Questions

Please provide a city and state, or ZIP Code where you will be living on April 1, 2020.  
Also, describe the physical location in the space provided.

City State ZIP Code

Please provide as much information as possible.

For example:

- a location description such as "The apartment over the gas station" or "The brick house with the screened porch on the northeast corner of Farm Road and HC 46" or
- a name of a park, street intersection or shelter, if you will be experiencing homelessness on April 1, 2020, as well as the name of the city and state. For example, "Friendship Park, Anywhere, PA."

< Previous Next >

# You've Been Counted!

United States  
Census  
2020

Address Verification

Household Questions

People Questions

Final Questions

Thank you for completing the 2020 Census questionnaire for:

1307 BARNARD DR Sim Data ZZ 89102 1805  
Sim Data NV 89102  
November 8, 2019 10:56:02 AM EST

If you receive other mail from the Census Bureau about the 2020 Census in the next few days, please disregard it. That mail may have been sent out before today.

If you have any questions, please call the phone number printed in your materials or listed below.

1-844-330-2020

Confirmation #: 176039113

[Visit 2020Census.gov](https://2020census.gov)

Save or Print this Screen

You may close the browser.

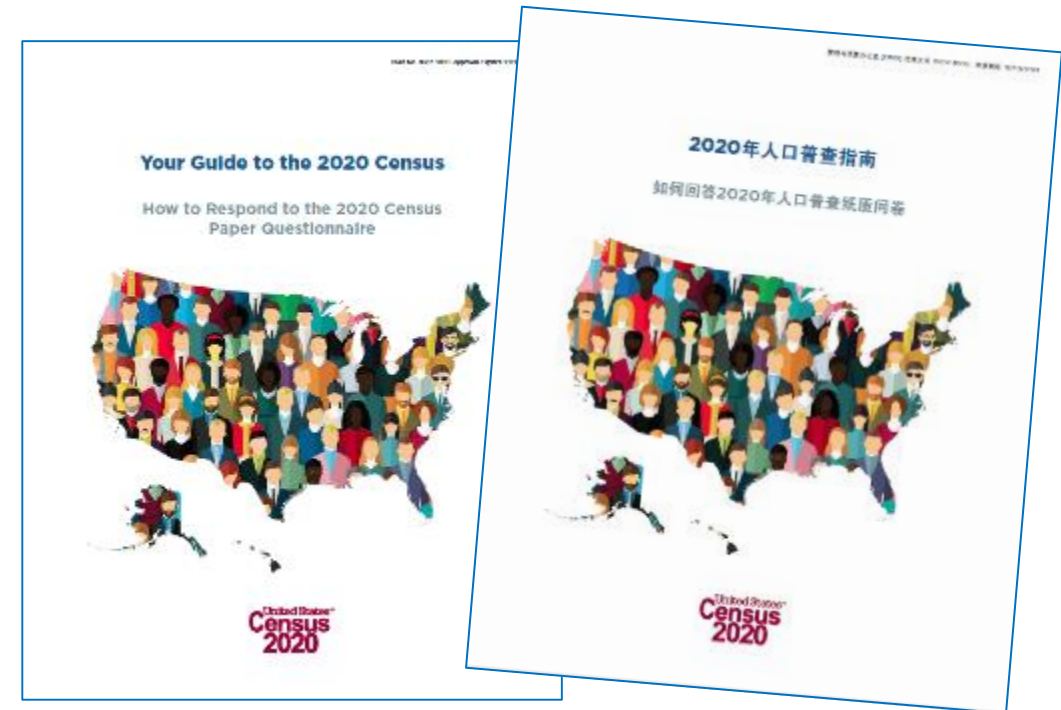
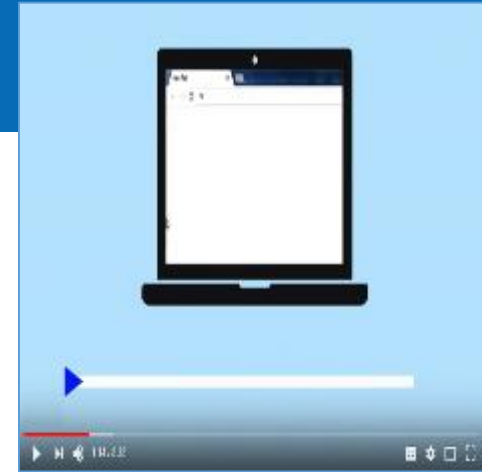
# Language Support Overview

Internet Self-Response	Census Questionnaire Assistance	Language Guides (Video and Print) Language Glossaries Language Identification Card	Paper Questionnaire & Mailing Materials
<b>12 Non-English Languages</b>  Respondents will be able to toggle between the languages within the instrument.  Spanish Chinese Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese	<b>12 Non-English Languages</b>  There is a separate phone number for each language, including TDD. This information is included in the mailing materials. Spanish Chinese (Mandarin and Cantonese) Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese	<b>59 Non-English Languages</b>  Video and print language guides will be available online. Glossaries provide key terminology to bilingual staff. Language Identification Card expanded to 59 languages (50 in 2010). <i>Language listed below are in order of need (top to bottom, left to right).</i>  Spanish      Italian      Khmer      Tamil      Croatian Chinese      Farsi      Nepali      Navajo      Bulgarian Vietnamese      German      Urdu      Hungarian      Twi Korean      Armenian      Romanian      Hebrew      Lithuanian Russian      Hindi      Telugu      Malayalam      Yoruba Arabic      Ukrainian      Burmese      Swahili      Czech Tagalog      Bengali      Punjabi      Yiddish      Igbo Polish      Greek      Lao      Indonesian      Marathi French      Amharic      Hmong      Serbian      Sinhala Haitian Creole      Somali      Albanian      Tigrinya      Slovak Portuguese      Thai      Turkish      Ilocano      American Japanese      Gujarati      Bosnian      Dutch      Sign Language	<b>Spanish</b>  Bilingual mailing materials and questionnaires will be sent to addresses in bilingual tracts.  Mailings will include instructions on responding via Internet or phone in 12 non-English languages.  <b>During Nonresponse Followup enumerators use:</b>  • A bilingual handheld instrument (English/Spanish) • Bilingual materials (English/Spanish) • Instructions to respond online or by phone in 12 non-English languages • Language Identification Card











# Language Guides

- Video + Print Guides: **59 Non-English languages**
  - Videos are about 8 minutes
  - Can download or stream
  - Print guides in Braille and large print
  - 8 pages
  - Will be available at each QAC



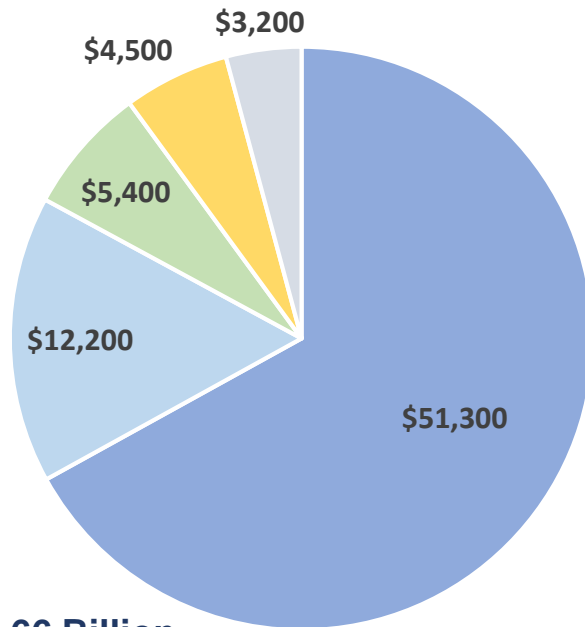
# San Mateo County

# New Challenges to Complete Count

- |   |   |   |
|---|---|---|
|  Census 2020 underfunding                   |    | Fewer local offices and field staff for non-response follow up    |
|  Moving primarily online                    |    | Concerns about data security + Digital access & literacy barriers |
|  Fear & lack of trust in federal government |    | Concerns about data privacy                                       |
|  Possible citizenship question            |  | Anxiety among immigrant communities                               |

# Census 2020: What's at Stake

**California**  
( FFY2015-in million dollars)



**Total: \$76.66 Billion**

■ Health ■ Social Services ■ Education ■ Housing ■ Transportation



## Health

- Medi-Cal
- Medicare Part B
- Health Center Programs



## Social Services

- SNAP/ CHIP/ WIC
- Foster care
- LIHEAP



## Housing

- Section 8
- Shelter Funding



## Education

- Special Education
- School Lunch
- Head Start
- Title I

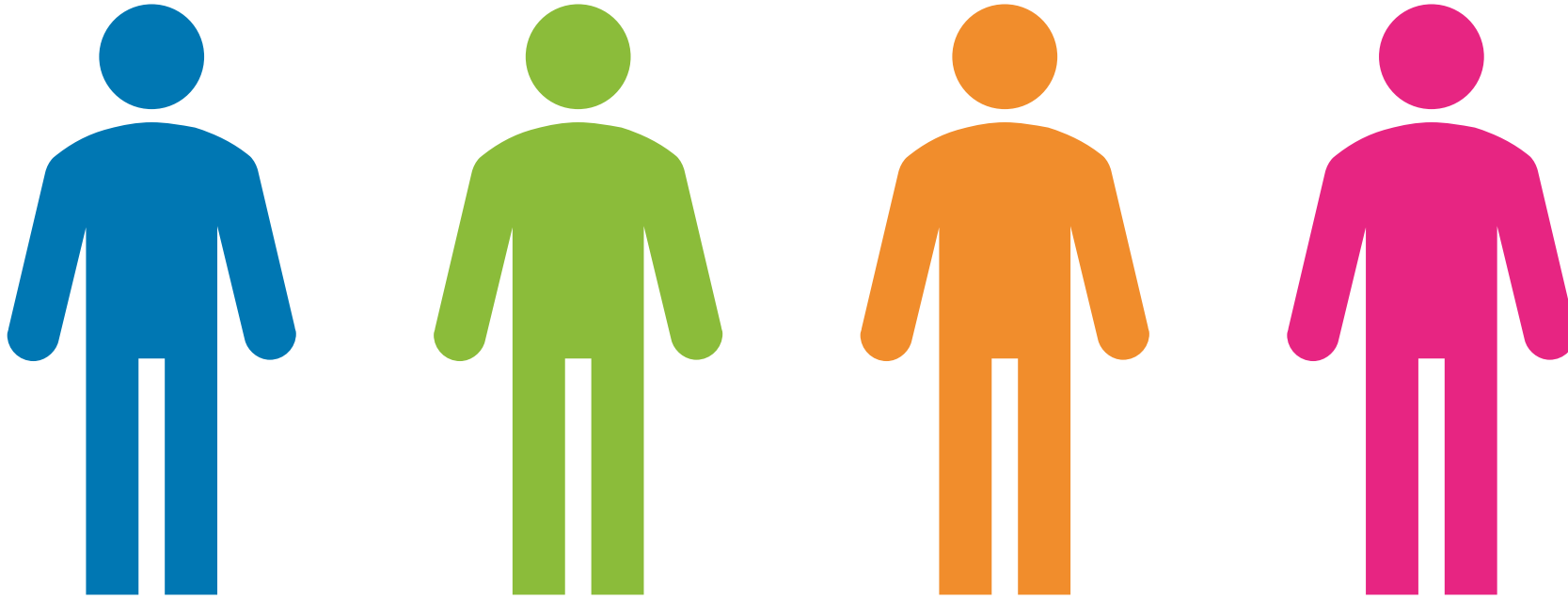


## Transportation

- Federal Highways Funding



3 out of 4 Californians belong to



**1+ GROUPS THAT TEND TO BE UNDERCOUNTED**

# GROUPS THAT TEND TO BE UNDERCOUNTED



# Children under 5 – WHY so undercounted?



The **child splits time between two homes.**

The child lives or stays with **another family or with another relative** such as a grandparent.



The child lives in a **lower income household.**



The child lives in a household that is **large, multigenerational, or includes extended or multiple families.**



The child is a **newborn.**



The child lives in a household of **recent immigrants or foreign-born adults.**



The child lives in a **non-English or limited-English speaking** household.



The child lives in a household where they're **not supposed to be**, for one reason or another.



The child lives in a household with **young parents or a young, single mom.**



The child lives in a household that **rents or recently moved.**

# Potential Impact of Census Undercount

- Not enough affordable housing
- Public transportation won't meet demand
- Traffic gets worse
- Families have less support
- Schools won't have enough resources
- Health services will be limited
- Emergency planning will be off the mark



**FOR THE NEXT 10 YEARS!**

# County Preparation - Collaboration





# SAN MATEO COUNTY FUNDING (rfps)

- 1 Phase 1 Funding: Up to \$1 million**
  - Requests for **regional outreach leaders** and **questionnaire assistance centers**
- 2 Phase 2 Funding: Up to \$500,000**
  - Requests for **innovative** and **creative** outreach ideas
- 3 Phase 3 Funding: Up to \$300,000**
  - Requests from **smaller, grassroots organizations**
- 4 Phase 4 Funding: Up to \$100,000**
  - Requests from **census-related events**

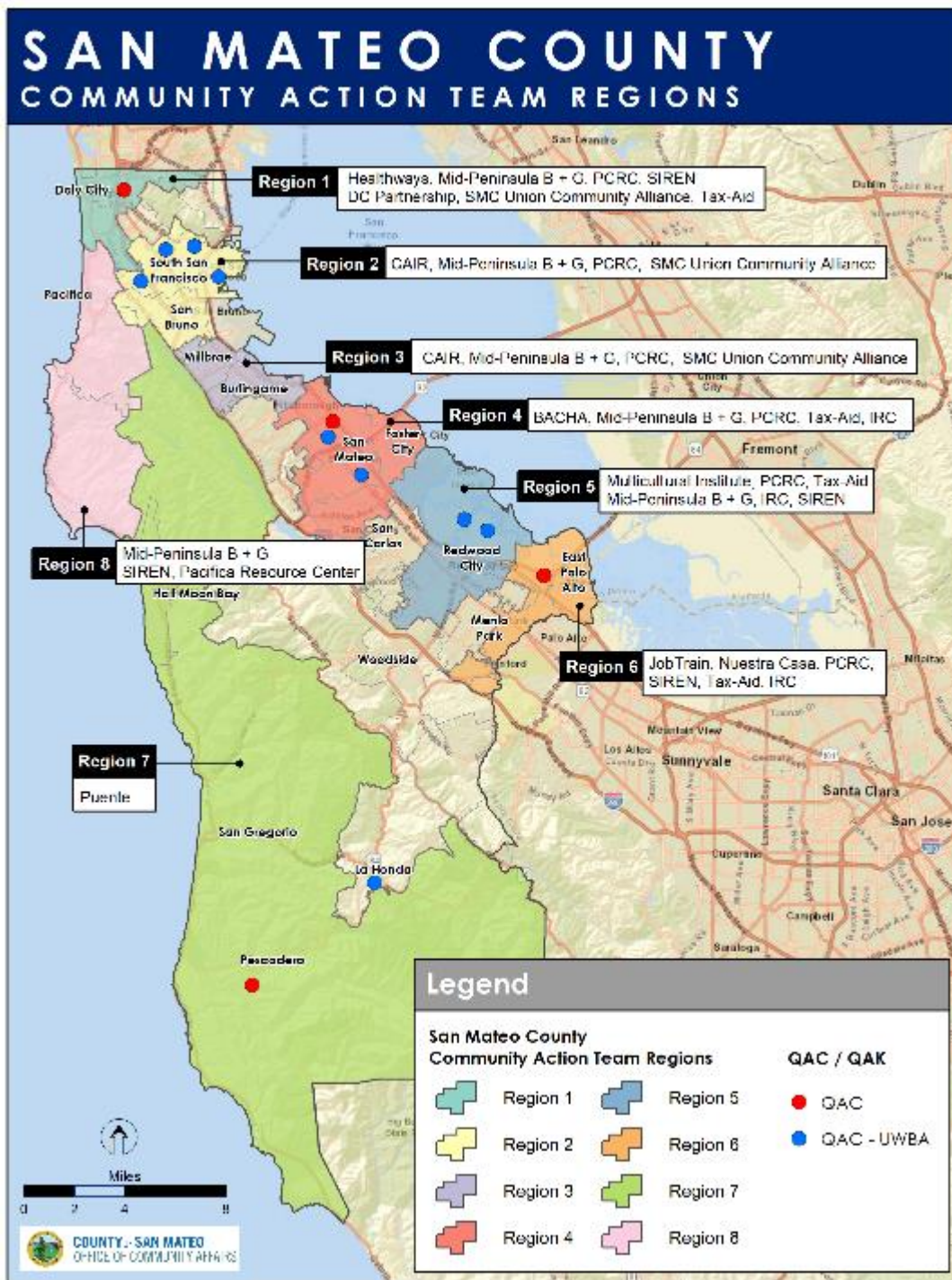
**Trusted messengers +  
grassroots outreach**



# Organizations Funded by San Mateo County







## Organizations funded by Bay Area Census Funders Collaborative and/or United Way Bay Area

- Asian Americans Advancing Justice-Asian Law Caucus
- Bayanihan Equity Center
- Catholic Charities
- City of South San Francisco
- Community Health Partnership of SCC
- Day Worker Center of Mountain View
- Dolores Street Community Services
- East Palo Alto Center for Community Media
- El Concilio of San Mateo County
- Faith in Action Bay Area
- Gardner Family Health Network, Inc
- Golden State Opportunity Foundation
- Immigrant Legal Resource Center
- Interfaith Movement for Human Integrity
- Legal Aid Society of San Mateo County
- Legal Services for Prisoners with Children
- Life Moves
- Lighthouse for the Blind and Visually Impaired
- National Coalition of 100 Black Women Silicon Valley Chapter
- One East Palo Alto
- Pars Equality Center
- Peninsula Family Service
- Planned Parenthood Mar Monte
- San Mateo County Community College District (Skyline College)
- Self-Help for the Elderly
- South San Francisco Public Library
- The International Institute of the Bay Area
- Working Partnerships USA
- YMCA of San Francisco

**Bay Area Census Funders Collaborative: \$1.3 million**  
**(San Mateo + Santa Clara counties)**  
**United Way Bay Area: \$1.5 million (7 counties)**

# What Can YOU Do To Help?

# Outreach Resources: [www.SmcCensus.org](http://www.SmcCensus.org)



Census 2020 Home

Why it's important

What you need to know

What you can do

What we are doing

Census 2020 news

Community Affairs Home

## San Mateo County-Created Resources

▸ FACTSHEETS, FLYERS, POSTCARDS

▸ PRESENTATIONS

▸ ARTICLES

▸ VIDEOS + PSA

▸ POSTERS

▸ WEBTOOLS

▸ REQUESTS

## Resources Created by Other Organizations

▸ BAY AREA COUNTS 2020 (UNITED WAY) MATERIALS

▸ NALEO EDUCATIONAL FUND

▸ UNITED STATES CENSUS BUREAU

Guides + Toolkits

### San Mateo County-Created

- [Messaging Guide](#)
- **Communications Calendar:** this Google Document includes all the social media posts + themes for each week, key observances, talking points, the call to action for that week, and links to resources.
- Social Media Guide (now incorporated into Communication Calendar - **see above**)
  - [October-December 2019](#)
  - [July-September 2019 \(Updated July 2019\)](#)
- [Outreach Toolkit](#)

### Other Resources

- [Disability Rights California: 2020 Census Disability Community Toolkit](#)
- [First 5: Census Message Guide, Final, English \(word .doc\)](#)

Supporting Information

- [Sample Invitation to Participate Letter](#)
- [Sample Paper Questionnaire](#)
  - [English](#)
  - [Spanish](#)

### WHEN IS THE 2020 CENSUS?

MARCH 12-20

Invitations Mailed

# BAY AREA PLEDGE CAMPAIGN

I support a full 2020 Census count in San Mateo County!



Join San Mateo County: Everyone Counts + Bay Area Counts 2020 by texting **COUNT** to **650-200-2743**

[www.smccensus.org](http://www.smccensus.org) #SmcCounts #EveryoneCounts #BayAreaCounts2020

Message and data rates may apply, text EXIT to no longer receive messages

LANGUAGE	START WORD
Arabic	تعداد
Chinese	计算在内
English	COUNT
Farsi	سرشماری
Hindi	जनगणना
Korean	센서스
Punjabi	ਮਰਦਮਸ਼ੁਮਾਰੀ
Spanish	CENSO
Tagalog	KABILANG
Telugu	జనాభా
Vietnamese	Thống kê dân số

650-200-2743



# Promote Census Recruiting Efforts



- ✓ Great Pay
- ✓ Flexible Hours
- ✓ Paid Training
- ✓ Weekly Pay
- ✓ Temp Positions

## Basic Requirements:

- **U.S. Citizen & be 18 years** of age or older
- Valid Social Security number
- Valid email address
- Must apply online and answer assessment questions
- Pass a Census-performed criminal background check, including fingerprinting

**APPLY ONLINE!** [2020census.gov/jobs](https://2020census.gov/jobs)

Federal Relay Service: 1-800-877-8339 TTY/  
ASCII [www.gas.gov/fedrelay](http://www.gas.gov/fedrelay)

Position	Description	Wage per Hour	When can I apply?	When does Bureau start selecting	How long is this position (approx)?
Field Representative	Perform various administrative and clerical tasks to support various daily operations	\$17-\$19	Now (ongoing hire)	Ongoing	1 year (can be extended)
Office Operations Supervisor	Assist in the management of office functions and day-to-day activities	\$31	Now (ongoing hire)	Late April 2019	Mid-June 2019 – Sept 2020
Census Field Supervisor	Conduct fieldwork to support and conduct on-the-job training for census takers and/or to follow up in situations where census takers have confronted issues, such as not gaining entry to restricted areas	\$33	Now	May 2019 – tbd	July 2019 – Sept 2020
Census Taker Enumerator	Interview and count residents of San Mateo County who have not responded during Self-Response phase. Must be available to work when people are usually home, such as in the evening or on weekends	\$30	Sept 2019 – tbd	February 2020	March – July 2020

For more information or help applying, please call

**1-855-JOB-2020 (1-855-562-2020)**

# Be a Census Champion!

- Talk about the Census ... to everyone ... **EVERYWHERE**
- Encourage people you know to pledge & **self-respond**
- **Incorporate census messaging** into ongoing communications, meetings, and events
- Remember the **3 Census Key Points**

# Census Key Points

## 1: THE WHAT

Every 10 years, the federal government has to count everyone living in the U.S. - regardless of citizenship status, age, or criminal history. The next National Census Day is April 1, 2020.

## 2: THE WHY

It's really important that you participate because the census count is used to make lots of important decisions that affect our community, including things we rely on daily like roads, housing, schools, childcare, hospitals, parks, and public transportation.

## 3: THE HOW

You can fill out Census 2020 starting in mid-March online, by mail, or over the phone in different languages. It will only ask for basic information so it will be quick, easy, and safe.



**For more information  
about Census 2020  
in San Mateo County  
visit or follow us at:**



[www.SmcCensus.org](http://www.SmcCensus.org)



[@SMC\\_CommAffairs](https://twitter.com/SMC_CommAffairs)



[SMC\\_Census@smcgov.org](mailto:SMC_Census@smcgov.org)

# ***THANK YOU!***



Please send any ideas, questions, updates to:  
[SMC\\_Census@smcgov.org](mailto:SMC_Census@smcgov.org)